

Moving Image Social Tagging: Professional vs. Amateur Production Comparison

EDWARD BENOIT III

Abstract:

The variability of moving image records and their dynamic nature create many unique description and access challenges for archivists. Social tagging could provide solutions to these issues, and research on the associated variables, such as video length and genre, would focus archivists' use of tagging to the most beneficial environments. This project compares the user-generated tags of amateur and professional videos, and addressing the following research question: What are the similarities and differences between user-generated description of amateur and professionally produced videos? Five hundred participants viewed and created tags for a short (5 minute) online video. Participants were randomly divided between amateur and professional videos. Both the amateur and professional videos contained similar variables, such as sound, narration, and subject matter. The high number of participants produced a large population of tags whose subsequent analysis identified the strengths and limitations of moving image tagging through open-coding analysis and descriptive statistics. Subsequent comparison with previous tagging studies of photographs and textual documents further differentiates the findings. The findings provide concrete best practice recommendations for repositories interested in integrating social tags within their digital collections.

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About the Author:

Edward Benoit, III is assistant professor at the School of Library & Information Science at Louisiana State University. He is the coordinator of both the archival studies and cultural heritage resource management MLIS specializations. He received an MA in history, MLIS, and PhD in information studies from the University of Wisconsin-Milwaukee. His research focuses on participatory and community archives, nontraditional archival materials, and archival education. He is the founder and director of the Virtual Footlocker Project that examines the personal archiving habits of the 21st century soldier in an effort to develop new digital capture and preservation technologies to support their needs. He recently published "Digital V-Mail and the 21st Century Soldier: Preliminary Findings from the Virtual Footlocker Project," in *Preservation, Digital Technologies & Culture*.